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Economic and Workforce Information Performance Report

Program Year 2011

Purpose

The purpose of this report is to describe the core workforce information products and services that were provided to our customers in support of the State of Missouri's overall economic and workforce development plans in Program Year (PY) 2011.

Plan Period

July 1, 2011 through June 30, 2012

Plan Narrative

- SECTION I: Performance Summary
- SECTION II: Review of Deliverables
- SECTION III: Customer Feedback

SECTION I

Performance Summary

The Missouri Economic Research and Information Center (MERIC) delivered a variety of targeted products and services to stakeholders in PY 2011. These outputs addressed a range of economic and workforce issues identified in the DOL-ETA Workforce Information Grant (WIG) Core Products and Services Plan. In that plan, MERIC completed 42 deliverables across 5 core product groups. Some highlights include:

Real-Time Labor Market Summaries

For the first time Missouri workforce regions were analyzed for current job openings using a newly leveraged labor analysis tool from Burning Glass Technologies. Two-page bi-monthly summaries were created to inform workforce developers of the top regional jobs by typical education level. The briefs highlight the top industries, companies, and cities with job ads as well.

Target Industry Reports

Three detailed reports were developed for Advanced Manufacturing, Biosciences, and Energy Solutions target industries. The reports included employment trend, location quotient, regional density, and workforce analysis to better understand the competitive strengths these industries have in Missouri.

2011 State of the Workforce Report

This report served as a planning tool for workforce developers by providing detailed demographic, labor market, education, and economic data to help assess the strengths and weaknesses of the state's workforce. The study concluded with some key strategies to consider for improving labor skills to meet industry demand.

Missouri Population Data Series

This series of reports provided detailed population trend information and maps from the 2010 Census to highlight changes in ethnicity, languages, and age over the past decade. Reports included a variety of county maps to illustrate geographic distributions as well.

Cheetahs Continue Report

The statewide survey and analysis of how the fastest growing businesses weathered the recession was developed to gain new insights into the investment and workforce needs of these successful companies. The study looked at the reasons for success, types of investments needed, and policy issues that impacted these firms. The published report won an award for research excellence in a national competition in June 2012.

SECTION II

Review of Deliverables

ECONOMIC AND WORKFORCE RESEARCH CORE PRODUCTS AND SERVICES

Core Product 1 - Workforce Information Database

1.1 Description

Continue to populate the Workforce Information Database (WID) with state and local data.

1.2 Principal Customers

The WID database provides data to jobseekers, workforce professionals, employers, economic developers, education and training professionals, the media, and researchers.

1.3 Support of State Economic and Workforce Development Plans

The Workforce Information Database will be the main data source for populating MERIC's web services. The WID improves economic and workforce information delivery by allowing access by a wide array of customers. The Workforce Information Database supports a demand-driven information system by permitting customized data queries based on user needs.

1.4 Deliverables

1.4.1 Maintain and update license files

- IN PROGRESS License.dbf, licauth.dbf, lichist.dbf - Completion by October

1.4.2 Update lookup and crosswalk tables

- COMPLETED NAICS, SOC, CIP crosswalks
- COMPLETED O*NET

1.4.3 Populate industry and occupation employment projections

- COMPLETED 2010-2020 Long-term Projections for Statewide and All Sub-state Regions
- COMPLETED 2011-2013 Short-term Projections for Statewide and 2 Sub-state Regions

1.4.4 Populate core and non-core tables

- COMPLETED As information becomes available

1.4.5 Populate Bureau of Labor Statistics data

- COMPLETED Current Employment Statistics (CES)
- COMPLETED Local Area Unemployment Statistics (LAUS)
- COMPLETED Quarterly Census of Employment and Wages (QCEW)

- COMPLETED Occupational Employment Statistics (OES)

1.4.6 Deliverables Support Activities

- COMPLETED Server-side database maintenance and management
- COMPLETED Recovery and Back-up maintenance
- COMPLETED Establish and manage production database

1.4.7 Provide ad hoc WID database technical and policy support to main customer groups

- COMPLETED Provide as needed

Core Product 2 - Employment Projections

2.1 Description

Produce and disseminate industry and occupation employment projections.

2.2 Principal Customers

Employment projections are useful to job seekers, workforce developers, workforce investment boards, education and training providers, and economic developers. Customers use this data to make informed career choices and to direct programs towards specific occupations and industries.

2.3 Support of State Economic and Workforce Development Plans

This product group supports improved economic and workforce information products by providing the foundation for a whole series of career and industry analyses. Projections data supports identifying targeted occupations and industries.

2.4 Deliverables

2.4.1 Produce industry and occupation employment projections

- COMPLETED Long-term 2010-2020 Industry Projections (Statewide and All Sub-state Regions)
- COMPLETED Long-term 2010-2020 Occupational Projections (Statewide and All Sub-state Regions)
- COMPLETED Short-term 2011-2013 Industry Projections (Statewide and 2 Sub-state Regions)
- COMPLETED Short-term 2011-2013 Occupational Projections (Statewide and 2 Sub-state Regions)

2.4.2 Produce Workforce Studies

- COMPLETED Education and Training Outlook 2010-2012
- COMPLETED Top Growing/Most Openings Career Briefs 2010-2012

2.4.3 Leveraged Product Releases

- COMPLETED The 2011 State of St. Louis Workforce Report

2.4.4 Provide ad hoc technical and policy support to main customer groups

- COMPLETED Provide as needed:
- 2011 Women in the Workforce Brief

Core Product 3 -Economic Analysis and Special Studies

3.1 Description

Conduct and publish relevant economic analyses and special studies beneficial in informing economic and workforce development policies and investments.

3.2 Principal Customers

Principal customers targeted for this core product group include the governor's office, local workforce investment boards, workforce and economic developers, regional planning organizations, current and prospective businesses, educational and training providers, and other state-level policy makers.

3.3 Support of State Economic and Workforce Development Plans

This product group supports improved economic information delivery by coupling value-added research with customer-focused presentation. Studies are leveraged when possible to meet the goals of various stakeholders.

3.4 Deliverable Examples Include:

3.4.1 Produce and disseminate *Economic Indicators*

- COMPLETED Release Monthly, Quarterly, and Yearly Economic Indicators

3.4.2 Produce Selected Target Industry Reports and Briefs

- COMPLETED Analysis of large industry clusters to understand the economic and spatial impacts these businesses have in Missouri. Reports include occupational analysis, such as top job growth opportunities, to assist workforce planners with training efforts. Three reports were completed:
 - Advanced Manufacturing Target Industry Report
 - Biosciences Target Industry Report
 - Energy Solutions Target Industry Report

3.4.3 Produce 2000-2010 Economic Trends Map Report

- COMPLETED Developed county-level mapping of demographic and industry trends from 2000-2010 to illustrate and analyze the broad regional changes to Missouri's economy over the past decade. Developed three dynamic maps highlighting service sector changes.

3.4.4 Leveraged Product Releases

- COMPLETED Workforce Demand Briefs developed for State and WIA regions using the Help Wanted Online (HWOL) tool, or similar application, leveraged by DWD to provide job seekers, Career Center workforce staff, training providers, and planners with real-time, local labor demand information.
 - Acquired Burning Glass Labor Insight Tool and developed Real-Time Labor Market Summaries for 10 WIA and 1 State region on a bi-monthly basis.

3.4.5 Produce Metropolitan Export Briefs

- COMPLETED Updated analysis of metropolitan exports that create new income for economic regions throughout the state.

3.4.6 Produce Rapid Response Economic Impact Briefs

- COMPLETED Provide as requested:
 - One brief developed

3.4.7 Provide ad hoc Special Studies

- COMPLETED Provide as requested:
 - 2011 New Business Formations Brief
 - Missouri County 2011 Economic Share
 - Published Cheetahs Continue Report
 - Missouri Retail Trade Pull Factors 2010
 - Missouri Migration Patterns
 - Missouri E-Commerce Industries
 - Missouri Manufacturing Economic Impact Brief
 - Missouri Population Data Series
 - Missouri Top Employers

Core Product 4 - Web Accessible Information

4.1 Description

Provide workforce information deliverables on the internet and make products alternatively available through other electronic media or means of distribution.

4.2 Principal Customers

Mass availability of information via the internet and targeted distribution by other electronic media formats permits accessibility to the general public which includes all of MERIC's core customer groups.

4.3 Support for Economic and Workforce Development Plans

- 4.3.1 The Missouri Economic Research and Information Center (MERIC) operates, in cooperation with the Missouri Government's Information Technology Services Division, a website located at <http://www.missourieconomy.org>.

The MERIC website received more than 235,000 visits this past program year and is prominently inter-linked with other related public sites.

- 4.3.2 MERIC actively participates in the development of the *Missouri Focus* E-newsletter, the Department of Economic Development's (DED) flagship communications piece delivered weekly to over 2,600 subscribers. MERIC contributes weekly content on new reports, economic conditions, LMI and Census resources, and workforce information.

- 4.3.3 MERIC continues to partner with the DED public relations office for distribution of economic conditions releases on a regularly scheduled basis to state media outlets.

- 4.3.4 MERIC partners with the Missouri Office of Social and Economic Data Analysis on the Career Explorer tool.

4.4 Deliverables

- MERIC will develop “e-friendly” products and assure availability on the website and through other electronic distribution channels as necessary to reach targeted customer groups and the general public.
- MERIC will develop further enhancements to the MERIC website.
- MERIC will provide and post to the web site in a .pdf version suitable for printing reports and information briefs especially useful to target customer groups.

4.4.1 Examples of Product Releases

- COMPLETED Two (2) Focus Economic and Workforce Newsletter Articles
- COMPLETED Reviewed website and removed old data links and research briefs.

Core Product 5 - WIB Partnership and Consultation with Key Stakeholders

5.1 Description

Partner and consult on a continuing basis with workforce investment boards and other key workforce and economic development partners and stakeholders to increase the scope and utility of workforce information to inform development visions, priorities, and strategies as well as provide career guidance.

5.2 Principal Customers

Customers include Workforce Investment Boards and key stakeholders in workforce information such as economic and workforce development organizations, education and training institutions, and other state-identified strategic partners.

5.3 Support of State Economic and Workforce Development Plans

Well-designed delivery of products and services will ensure that core products are better understood and utilized and that specific regional needs are being met. MERIC will take advantage of electronic media to announce and deliver additional products to WIBs. Webinar training to enhance workforce/economic knowledge will be offered again as a cost-effective method of learning.

In addition to partnering with the workforce boards, MERIC collaborates and consults with several related organizations to leverage increased outputs:

5.3.2 MERIC is a key partner in Missouri Connections, a workgroup providing career planning information to students and job-seekers. This public outreach project includes the DED, DESE, DHE, Missouri Center for Career Education, and the Missouri Chamber of Commerce.

5.3.3 MERIC collaborated with the St. Louis Community College to produce a leveraged State of St. Louis Workforce report that surveyed local employers and job seekers about the workforce environment. As St. Louis area employment accounts for over 40 percent of Missouri's jobs, this joint research provides additional value-added workforce analysis in the state's largest metropolitan area.

5.3.4 DWD was awarded a three-year Workforce Data Quality Initiative (WDQI) Grant to develop a longitudinal workforce data system that links workforce information to other vital datasets in the state, such as education records, to better track and measure training outcomes and allow for advance workforce research. Using these leveraged funds, MERIC is facilitating activities with other key agencies such as the Missouri Office of Administration - Information Technology Services Division (OA-ITSD), DESE, DHE, the University of Missouri, and others to ensure that data connections and initial analyses are completed for the three-year grant.

5.3.5 MERIC will continue to partner with University of Missouri economic development organizations, such as OSEDA, the Business Research and Information Development Group (BRIDG), the Extension Community Economic and Entrepreneurial Development program (ExCEED), and the UMKC Sourcelink team, to leverage products were feasible and valuable to core stakeholders.

5.3.6 The Missouri Community College Association contracted with MERIC for targeted healthcare occupation research based on a training grant it received to improve community college education programs. The funding allowed MERIC to acquire a real-time labor market analysis tool (Burning Glass Labor/Insight), hire a researcher to develop value-added products, and provide a job board feed that populates the state's career assistance website, jobs.mo.gov, with the large number of job advertisements Burning Glass collects on a daily basis.

5.4 Deliverables

5.4.1 Workforce Investment Board Liaisons

- COMPLETED Continue Point of Service (POS) support for WIBs by regional staff liaisons

5.4.2 Technical and Policy Support to SWIBs, LWIBs, Partners and Customer Interest Groups

- COMPLETED Produce economic and workforce analysis for the 2011 State of the Workforce report.
- COMPLETED Develop Workforce Intelligence white paper based on input from WIBs and Community Colleges on ways to improve the sharing and understanding of workforce supply and demand data.
- COMPLETED Conduct a LMI training session for workforce and economic developers during the 2011 Governor's Conference on Economic Development.
- COMPLETED Deliver WIB support as needed through regional staff liaisons
- COMPLETED Staff toll-free helpdesk line for communicating workforce and economic information.

- COMPLETED Maintain and answer MERICData e-mail inquiries from the MERIC web site.
- COMPLETED Develop training sessions for workforce partners using webinars as requested

5.4.3 MERIC Customer Needs and Satisfaction Surveys

- COMPLETED Customer log of calls to hot line to gauge stakeholder needs
- COMPLETED Web-based survey to receive broader customer input

5.4.4 Provide ad hoc technical and policy support to main customer groups

- COMPLETED Provide as requested:
 - Continued to work with the Missouri Community College Association for research needs regarding the MOHealthWins grant public community colleges received to improve and increase training in selected healthcare occupations. Also assisted with additional grant application for advanced manufacturing.
 - Crosswalk analysis of Military jobs to SOC to ID high growth occupations
 - Assisted DESE with jobs data for Vocational and Tech. Education grant
 - Assisted DWD with Work Ready Communities application to ACT.

SECTION III

Customer Feedback

MERIC researchers used a project tracking system to document 711 Research and Information Products and 213 Customer Inquiries and Technical Assistance Outputs in PY 2011. Products were developed by incorporating customer feedback from past activities and from requests for new information.

MERIC assigns a WIA liaison to each region so that customers can quickly reach a research professional with questions and comments concerning LMI data. MERIC also has a telephone and e-mail hotline so that inquiries can be directed to subject-matter experts for a response.

In addition to the liaisons and a Workforce Research Manager who is in regular contact with Workforce Development staff, MERIC uses a web-based customer feedback survey to receive customer feedback about service. 85% of respondents rated MERIC customer service as either *Good* or *Excellent*. When asked how helpful the information was, 80% said it was *Helpful* to *Very Helpful*. The vast majority of respondents, 98%, said they would use MERIC again for economic or workforce information.

This year MERIC received information on our weekly newsletter click-throughs (the number of times someone clicks on a hyperlink to get additional information). Analysis showed that the top five most popular information pieces included: population or demographic data, the Real-Time Labor Market Summaries, the Retail Trade Pull Factor Report, income measures, and the Missouri Energy Solutions Target Industry Report.

Two on-going areas of interest are the continued improvement of LMI web delivery and training. Website improvements remain a challenge but MERIC will continue to work with the state Information Technology staff to move toward a more robust, user-friendly web site and leverage funds where possible.

MERIC staff provides LMI training at the annual Governor's Conference on Economic Development and at other events when resources permit. In PY11 MERIC staff presented information to over 850 people. Last year MERIC researchers developed LMI e-learning training modules that are now available to the public and through DWD's training system. As of mid-May, nearly 800 module training sessions had been recorded by DWD staff.

In conclusion, MERIC developed a wide range of products and services this past planning year to assist in state workforce and economic development goals. The flexibility of the ETA Workforce Information grant to tailor products to state needs continues to be an outstanding feature of this program. MERIC looks forward to the on-going partnerships it has developed with ETA, DWD, and other stakeholders to advance the use and knowledge of labor market and workforce information to drive better decisions.

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